

MOCKUPS ILLUSTRATING INDUSTRY LITERAL,
INDUSTRY STANDARD AND STAFF LITERAL
12 PT. WARNING STATEMENT

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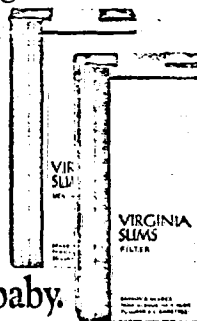
Ladies Home Journal - 1/75

12 pt. - Industry Literal

And as they rode off into the sunset, the prince promised her his love, his riches and his castle in the clouds if only she would be his. She agreed. Later, after the wedding, they discussed the running of the kingdom. "The King, my father, is old and my blessed mother, the Queen, has long been gone and the castle is in terrible disarray," explained the Prince. "It needs the hand of a fine woman like yourself to straighten its many rooms and dust its many nooks and light its many fires and clean its many chimneys and sweep its many corridors and feed its many occupants and visitors. Then, we shall have many sons so that they may run the kingdom long after I am gone. I can only hope that when they come of age, they will be as lucky as I in finding a good wife." And with that, they kissed and the Prince lived happily ever after.



ou've come a long way, baby.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Regular: 16 mg. "tar," 1.1 mg. nicotine—Menthol:
17 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Mar '74

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